

**Riverside General Plan Program
Magnolia/Market Corridor Subcommittee**

**Meeting #2 -- Minutes
Monday, August 18, 2003
Mayor's Ceremonial Room, 7th Floor, City Hall
3900 Main Street, Riverside**

On Monday, August 18, 2003, the Riverside General Plan Magnolia/Market Corridor Subcommittee held its second meeting. The meeting was led by City Planning Department staff and The Arroyo Group (members of the CBA consultant team). The following people were in attendance:

Magnolia/Market Corridor Subcommittee Members:

Randy Akes
Ian Davidson
Bill Galloway

Other Interested Parties:

Tzenren T. Hsu

City Planning Staff:

Ken Gutierrez
Craig Aaron
Diane Jenkins
Patricia Brenes

The Arroyo Group:

Larry Morrison
Jean D'Agostino

As the first order of business, Bill Galloway was elected chairperson of the Magnolia/Market Corridor Subcommittee and Ian Davidson as vice chairperson. The minutes of the June 2, 2003 Magnolia/Market Corridor Subcommittee meeting were approved with no changes. The Magnolia/Market Corridor Subcommittee Meeting #3 was rescheduled from September 29 to Wednesday, October 15, 2003. It will be held in the Mayor's Ceremonial Room at City Hall. This change will accommodate the Citizen's Advisory Committee (CAC), which is meeting on September 29th.

It was also decided that one of the three members present at this meeting, Bill Galloway, Randy Akes or Ian Davidson, would attend the upcoming CAC meetings to report the conclusions of the Magnolia/Market Corridor Subcommittee.

The focus of the meeting was to review the preliminary market study findings prepared by KMA (*Overview of Demographic and Market Conditions* handout), and to discuss proposed General Plan designations and land use alternatives throughout the corridor. Several new Mixed Use General Plan designations (or Zoning categories) were proposed including: mixed use with an office / residential focus, mixed use with a retail / residential focus, and mixed use with an employment / entertainment / residential focus. The varying intensities of each was also discussed depending on location.

The discussion was based around the seven Districts of the *1999 Magnolia/Market Corridor Study*. Comments made by the Subcommittee on the proposed General Plan designations are provided below:

Downtown

- No comments.

Wood Streets

- No comments.

Magnolia Center

- Allow restaurants as part of Mixed Use (Office/Residential).
- Allow institutional uses as part of Mixed Use (Office/Residential).
- The densities in the Mixed Use (Office/Residential) areas should be about 25 du/acre, 2-3 stories in height.
- The densities in the Mixed Use (Retail/Residential) area in the center of Magnolia Center should be about 40 du/acre, 4 stories in height with no setbacks.
- There was interest in providing more “green” space in this area of the corridor, especially in the area of the “flytrap” intersection (Central/Brockton/Magnolia).

Magnolia Heritage

- The High Density Residential designation in this area should be higher than 25 du/acre (the density currently allowed in the General Plan). Densities should be at least 40 du/acre, 3-4 stories in height, but there needs to be good design standards for higher density housing, as well as standards for transitions to the adjacent single-family neighborhoods. The subcommittee would like to see examples of well-designed high density housing. TAG will bring examples to the next meeting.
- On parcels and sites that are large enough, setbacks should be required to maintain the landscaped parkway appearance of the corridor.
- However, there are already frontage roads and significant setbacks along much of this area of the corridor. In those instances, no additional setbacks are needed.

Arlington

- Update on library relocation: The vacant site just west of the current library is city owned and is a possibility for relocation. Also, there is still consideration to use the Mobil Gas Station site and link the library to the park.
- Explore extending the Mixed Use (Retail/Residential) designation further up Van Buren to California. Make sure this does not conflict with the single-family neighborhood.
- There was significant discussion and concern about the widening of Van Buren to six lanes through the Arlington neighborhood. The widening of Van Buren in this area is in conflict with the goal to maintain a pedestrian-oriented village feel in this area and facilitate redevelopment of this area that is consistent with the recommendations of the *1999 Magnolia/Market Corridor Study*, as well as the intent of the new Mixed Use General Plan and Zoning designations that are proposed as part of this project.
- There was also significant discussion about moving the southern boundary of the Arlington District from Hughes Alley up to Harrison Street. It was decided that the boundary will be moved to the portion of Harrison Street south of Magnolia, including the entire block down to Primrose Drive. The boundary will also follow Harrison on the north, to put the Lowe's site in the Galleria District. This information will be passed along to the Arlington NAC by Bill Galloway for input.
- The General Plan needs to have policies for this area that encourage lot consolidation, driveway consolidation and potential alley closures for more meaningful mixed-use projects and reduction of curb cuts along the corridor. Also, projects should have frontage on Magnolia Avenue.

Galleria

- The small residential area north of Magnolia Avenue, between the County facilities and commercially designated land, should be redesignated to Commercial to complement and be consistent with the rest of the Galleria District, and make more land available for larger regional-serving commercial projects.

La Sierra

- The Mixed Use (Residential/Employment/Entertainment) designation in this district should relate to, and have connections with the Metrolink Station south of the freeway. Densities should be high – up to 60 du/acre and 5 stories in height for the area on the south side of Magnolia. On the north side, however, there needs to be a transition and buffer to the single-family residential neighborhood to the north. Height should only be 3-4 stories.
- The triangle on the northeast corner of Pierce and Magnolia should remain Commercial Service designation. The subcommittee was supportive of the rest of the proposed changes to Industrial Business Park in this area.